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UA68/13/5 AdVenture

WKU Advertising Club

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Jay Giles, Creative Director of Doe-Anderson, Louisville, talks with Penny Kephart about layout/design jobs.
Six professionals from Nashville and Louisville came to campus Feb. 13 to talk with students about getting that first job in advertising. The event was the second seminar held this year by the Advertising Club.

The seminar began with sessions on preparing resumes and interviewing, followed by two panel discussions. Ty Hasty, general sales manager, Shoneys; Pam Brown, advertising director, Castner-Knott and Robert Stettner, general sales manager, WSMV-TV led the first discussion. Each talked of the opportunities available in his/her area of work.

Bill Beam, McCann-Erickson, awaits a question.

Steve Bernard, display ad manager, Courier-Journal tells students about newspaper sales jobs.
“You can’t beat newspaper experience if you want to go into retailing,” advised Pam Brown. “That’s a very good place to start in that first job.”

Stettner stressed the necessity of knowing what you want to do in a career before you get started. “Then you have to work hard to excel in that objective,” he added.

The second panel was composed of a group from Louisville: William Beam, senior vice-president, McCann-Erickson; Steve Bernard, display ad manager, The Courier-Journal and Jay Giles, vice-president creative services, Doe-Anderson Agency.

Giles explained the difficulty of getting your foot in the door in the creative department of an agency. “You really have to make yourself stand out in the crowd,” he said.

Steve Bernard told students what he looks for in a potential sales person for the Courier-Journal. He explained that you have to adopt a marketing approach today to be successful in selling newspapers.

The panel discussions were followed by one-on-one sessions between the visitors and Western advertising students. Each student had an opportunity to talk with the professional from the area in which he/she was most interested. Some students showed portfolios and resumes which were critiqued.

“It was one of the most successful events held by the Advertising Club so far,” according to Lisa LeCompte, Ad Club president. “I’m sure the Club will be holding other seminars of this type in later years.”

Julie Kuehn, Vice-President of Ad Club, introduces a panel of professionals.
Dorothy Williams, Tom Barger, Laura Moss and Lisa LeCompte await presentation of their public service campaign to city/county officials at the Chamber of Commerce.